Fearless Fundraising: How to Build a Sustainable Program

2015 Blueprint Conference
Tuesday, October 27, 2015
What is Fundraising? (aka development)

- Identify
- Educate
- Involve
- Engage
- Commit

- Ask
3 Key Questions

1) Why fundraise?

2) Why don’t people like to ask others for $?

3) Why do people give?
Competition for Contributions

• How many NPOS?

• How much $ contributed?
Assess Resources

- Personnel
  - Time and talent
  - Staff, Campus, Outsider, Volunteer

- $
Work with Campus Foundation

• Know *their* resources and limitations

• Build relationships

• Get clarity – scope of work & processes

• Make it *easy* for them to help you!
Select Fundraising Strategies

- Identify sources of funds
- Match strategy to source
- Measure the ROI
Return on Investment

- 5-10%
- 20%
- 20-25%
- 50%
- 115%
Foundations

• Research – 4 factors + 1

• Contact potential funder – You!

• Ask: write LOI or proposal

• Prepare for possible site visit
Businesses & Corporations

• Identify best prospects

• Express what’s in it for them (benefits)

• Be clear about what you’re asking for

• Ask – write letter, call or in-person
Engage Individuals

- Suspects vs. Prospects
- LAI or ABC
- Life cycle of a donor
- Donor benefits
Individual Donors

• Major gifts
• Planned gifts
• Direct mail to current/prior donors
• Social media
• Special events
• Direct mail to “cold” lists
Getting to Know a Prospect

- Peer-to-peer
- Cultivation vs. solicitation
- Get the appointment
Special Events

- Caution!
Prepare a Fundraising Plan

• Set of informed decisions

• Action steps, goals ($ and other), timeline, person(s) responsible

• 1 to 3 years
Aha Moment?
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